Approved by industry professionals

Social Media Marketing Proposal Template

Prepared for: [Client.FirstName] [Client.LastName] [Client.Company]
Prepared by: [Sender.FirstName] [Sender.LastName] [Sender.Company]

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1. Cover Letter

Dear [Client.FirstName]

Thank you for considering [Sender.Company] for your social media marketing needs. I'm glad we had the opportunity to connect so that my team and I could get a clear understanding of your social marketing expectations.

By using social media strategies and implementing procedures based on the results of

[Client.Company], we are confident in delivering effective results within your social media channels.

We believe our proposal provides a complete social media marketing strategy which will culminate in highly successful results for your business.

If you have any questions, please don't hesitate to get in touch. My contact information is below.

Thank you,

SIGNATURE

[Sender.FirstName][Sender.LastName]
[Sender.Company]
[Sender.Email]
[Sender.Phone]

2. Executive Summary

By engaging an audience through social media channels, our team will demonstrate the ability to generate awareness, widen your company's potential reach within your target market, and contribute to driving more website traffic, which will ultimately result in top line growth.

Of course, the most effective social media marketing happens over time when quality meets consistency. The following list describes each primary area of on-going focus:

- **Creating Engaging Social Content**
- **Posting Company-Related Updates**
- **Promotions & Social Campagnes**
- **Integrate Social Media Activity into Other Marketing Plans**
- **Monitoring**
- **Analytics**

Creating Engaging SocialContent

Beginning with quick yet thorough planning/preparation, our team will plan out a dynamic on-going **social content calendar** to guide you to your goals.

We will grow an increasing social audience and follower base through: hash tag campaigns, strong use of keywords, sharing/retweeting relevant news, "liking" posts, staying updated within the industry, and contributing our own unique content to broaden reach.

Posting Company Related Updates

Our plan is to engage our social media audience by sharing company news, press releases, events, employee spotlights, and more.

We will also pay close attention to industry trends, and share it. This will help to gain exposure with your **target market**.

With clear communication and monthly brainstorm meetings, we'll be able to consolidate the marketing initiatives to fit your goals and promotional material.

Campaigns via social media are more important than just sharing about giveaways, sales, contests, and/or promotions. We will agree on a schedule for a series of posts to keep up the exciting momentum for all prospective customers.

Promotions and Social Campaigns

We will utilize social channels to connect with your follower base, and engage them with promotions to get them excited about both current events, and the brand itself.

These campaigns can last as short as a day, or can run up to six months. We'll be able to analyze the results from each campaign, and then we will provide a report of it's success.

Results of campaigns can be compared so the most effective promotions, offers, or contests can be replicated.

Sustained Monitoring

It is important to regularly maintain marketing activity for maximum growth.

We will continually **monitor** each channel, and will respond to any questions, comments, and posts within a two hour time period. Two hours will allow us to confirm that accurate information is relayed back to the person asking.

Analytics

We will provide you with:

Daily and Weekly Analytics- Such as: follower growth, reach, demographics, comments, "likes", shares, retweets, etc.

Reporting- Summarizing various results and activities over each quarter.

We will set up a meeting to go over the results, to then tweak our approach accordingly

i PandaTip: Here, you should identify how social media has the power to influence the client's business. Focus on the strengths/weaknesses of the prospect's current social media standing. Analyze current market trends, and how you will be able to produce results. Here is a good spot to compare competitor's marketing efforts. Remember to identify how social media has the power to influence the client's business.

Since [Client.Company] is an industry leader within the [Industry] space, [Sender.Company] is excited to team up and tackle the challenge of improving their current social media standings.

As you know, successful social media marketing is the best way to get noticed. In my research, I discovered that [Client.Company]'s current primary social media strengths include: timely responding to comments, and creating clever content to engage with the current follower base.

The current weaknesses [Sender.Company] will work to improve are as follows: use of more consistent promotional campaigns, use of photo marketing/infographics, and using analytics to demonstrate effective social media marketing.

By analyzing the current successful marketing trends, such as: use of key words, creating interesting infographics, and interacting with the audience in a fun and professional manner will be useful ways to get started.

4. Implementation

i PandaTip: Describe your social media marketing plan in depth. Include your plans for how you'll keep with your social posting momentum.

From our discussion, we've agreed to follow a social media marketing strategy to ensure a consistent presence through each important channel. Here is what we guarantee on a daily/weekly/monthly basis:

Daily Responsibilities	Weekly Responsibilities	Monthly Responsibilities
One relevant LinkedIn Article Share	10-12 Engaging Twitter posts per week	3 YouTube Videos per Month

	5-8 Facebook Actions	
	Social sharing [Client.Company]'s blog posts	
	Share at least five relevant articles within the industry to demonstrate further credibility	

5. Goals and Outlook

Upon implementing the social media **marketing strategy** described above, we can use this information to compare results month to month/quarter to quarter/year to year, to understand the full scope of the marketing initiatives worth pursuing.

Our analysis projects the following outcomes:

i PandaTip: Be sure that the reported results are realistic and quantitative. Showing a projected trend over time will help give the client a clear visual.

6. Team

Our team is based out of [Location]. We are a small group of passionate marketers, committed to the success of our clients.[/caption][Sender.Company] is in the fun business of **marketing** through the various social **media channels** to drive web traffic, engage an audience, run social campaigns, and contribute unique content to follower base.

Founded by [Founders], in [Foundation Year], [Sender.Company] delivers proven social media marketing results. We are committed to influencing optimal revenue growth, while exceeding our client's expectations.

7. Billing and Scheduling

i PandaTip: Be sure to provide your plan for communication with the client, and include the method in which you will contact them. Include specifics on how often client will be billed (weekly/monthly/quarterly) This is where you will add any other specific payment

[Sender.Company] collects payments on a monthly billing cycle. Here is an outline of our pricing and services:

Plan	Price	Length of Time	Subtotal
Examples of Services: Daily/Weekly/Monthly Responsibilities	$$	1 year	$$
Monitoring & Engagement	$$	1 year	$$
Analytics & Reporting	$$	1 year	$$
Posting/Content Creation	$$	1 year	$$

Total: $$$

Please choose your preferred method of payment:

Payment Method

8. Terms and Agreement

Prior to a contractual agreement, elements of this proposal may be amended upon collaboration with the client, [Client.FirstName] [Client.FirstName] of [Client.Company], at the discretion of [Sender.Company].

9. Acceptance

Your signature below indicates acceptance of this **social media marketing proposal** and entrance into a contractual agreement with [Sender.Company] beginning on the signature date below:

[Client.FirstName] [Client.LastName] of [Client.Company]	[Sender.FirstName] [Sender.LastName] of [Sender.Company]

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